

# Engaging Success Stories and Promising Practices



US DEPARTMENT OF HEALTH & HUMAN SERVICES

# Webinar Objectives

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- Demonstrate how Success Stories and Promising Practices can be used to promote program recruitment, outreach, and sustainability
- Learn how to make a Success Story more compelling
- Show how Success Stories and Promising Practices can be used to engage partners
- Learn how Promising Practices can enhance sharing among grantees.



# Polling Question

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Has your organization utilized Success Stories or Promising Practices in shared materials with partners/ students or website posts?

- a) Yes
- b) No



# Why are Promising Practices and Success Stories important?

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## Success Stories and Promising Practices:

- Motivate and inspire audience
- Create program identity/brand
- Respond to today's challenges
- Add value to grantee programs



# What's in a Success Story?

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- A focus on someone succeeding in the program
- A person's history and challenges
- Description of how they found the program
- Specific details on how the program helped the person
- Occupation for which student is training
- Results and/or impact of the program

# When You Write a Success Story...

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- Include what is unique about your program
- Emphasize program benefits
- Determine setting, main character, challenges, and resolution
- Highlight emotional impact



# When You Write a Success Story...

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- Be visual when appropriate – client's photo
- Preferably in 3<sup>rd</sup> person
- Include perspective of client – client's quote
- Include perspective of grantee – quote from you (the grantee) or another program person
- Signed ACF Waiver – need this one signed specifically; not general organization waiver
- Include relevant tags for ACF success stories – ethnicity, age, gender, special population, community type, occupation



# John House, Edmonds Community College



keywords

search ☐ college web ☐ classes

a-z index | staff/faculty directory



About the College

Catalog / Programs

College Resources

Class Schedule

Edmonds CC >> CATCH



CATCH

Contact Us

CATCH Application

Steps for Students

Orientation

FAQ

What Students Say

CATCH Partners

Student Support Services

Allied Health

Learning Support Center  
Support

## CATCH

### What CATCH Students Say

**"I like the atmosphere here."** ☐ **Monique Edwards: CNA, Phlebotomy**



**Why Edmonds CC?** I liked the atmosphere, being able to contact counselors BEFORE I was a student was really important.

**Why now?** I needed to make a living wage, so I figured that I would see which degrees/training could make that possible in the shortest amount of time.

**Before college:** I was working part-time as a Home Care Aide

**Biggest challenge:** learning to keep Him (Yeshua) first in my life even when there are piles of homework and with children running around.

**Favorite class:** Intro to Healthcare ☐ I was challenged to think and research what is going on in the health care industry today.

**Interests:** My children, living out God's word, and being an active member in my community

**Advice for new students:** Ask professionals who have worked a long time in your field of interest about their career experience. Call around and research what degrees or

certificates are truly in demand.

**"Everyone here is determined to help students."** — **Cynthia Guajardo: CNA, Phlebotomy**

**Why Edmonds CC?** I was told a lot of good things about Edmonds.

**Why now?** This was the right time to attend college because my children are at the age now where they are influenced. Also, I wanted more in life and a better future for myself and my family.

**Before college:** I was working in the fast food industry trying to support my family.

**Best college experience:** I have had a great experience with my instructors and other staff at Edmonds Community College. Everyone is determined to help students and they are willing to put their best efforts forward in helping students succeed and accomplish goals. My overall experience has been rewarding and wonderful.

**Favorite class:** Anatomy and Physiology. I was really interested in this course because of the instructor and the way the course was presented. I gained a lot of positive insight into the human body.

**Biggest challenge:** My biggest challenge was figuring out how to shuffle all the work on top of being able to take care of my family.

**Advice for new students:** Keep your head high and know that there is hope. You will accomplish and succeed if you put your best effort forward and focus on your goal and the tasks at hand. Don't give up.

**College goal:** Master's degree in Nursing.





# Polling Question

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If you have used success stories in your program, for what purpose have you done so? If not, for what purpose would you like to do so?

- a) Recruitment
- b) Marketing the program to potential partners
- c) Employer engagement
- d) Inspiring program staff



# Exercise: Sample Success Story

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## Paragraph I

As a Senior at Brightside High in Hoboken, New Jersey, Patricia was six months away from aging out of the foster program. Her parents died in a car accident when she was 14 and she became a ward of the state. She had trouble concentrating on school work ever since the accident but anticipated graduating on time. After graduation, she was uncertain about next steps related to a career, knowing that college was out of the question due to lack of finances and other family support. However, she had always dreamed of entering one of the helping professions; specifically, she wanted to become a Nursing Assistant.

# Exercise: Sample Success Story

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## Paragraph II

Patricia was unclear how she would make this dream a reality and didn't know where to turn. Then she attended an information fair at her school, where she collected information about Brandywine Community College (BCC) and the HPOG program that could help her meet her educational and career goals. Through her conversations with the HPOG program specialist, Patricia learned how this program could help her plan for the future and overcome obstacles she might encounter along the path. For the first time in a long time, she felt excited about her future. The HPOG specialist helped her enroll, register for classes, and provided assistance with housing and tuition.

# Promising Practices

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Promising Practices are specific activities, products, or approaches that help participants and organizations succeed.

- **For potential partners:** they show that your program is effective and something in which to invest time, resources, and energy!
- **For your fellow grantees:** Promising Practices should include steps for replication and resources needed to replicate the practice.

# Process, Timeline, and Next Steps

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- Follow-up discussions will continue on coaching calls.
- Marketing expertise available to assist you.
- Social media sharing among grantees of success stories and promising practices.
- Use lessons from this webinar for next PPR. ACF will expect acceptable success stories to reflect points from this webinar.
- Sharing Promising Practices at annual meeting.

# Reminders

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- If you have not yet sent us your feedback on your success story and/or promising practice, please send that to your JBS coach as soon as possible.
- Designated participants, please register for the HPOG Annual Meeting in DC by visiting the [Event Home Page](#) on the HPOG Community Website.
- Please register for and be an active participant via [HPOG Social Media](#).  
What a great resource to continue these conversations and connect!



# Questions?

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# Thank you!



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